

Message Text

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EXIMBANK/JCAPETS (IN DRAFT)

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TO AMEMBASSY BELGRADE

INFO AMCONSUL ZAGREB

UNCLAS STATE 212037

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: FY-76 CCP FOURTH QUARTER REVIEW

REF: BELGRADE 5222

1. WCAG REVIEW MEETING ON YUGOSLAVIA HELD AUGUST 18, TO REVIEW CCP AND RELATED MATTERS, AS FOLLOWS:

2. NOVI SAD PLANNED PARTICIPATION BY USDOC PROCEEDING ON SCHEDULE. SPACE HAS BEEN RESERVED AND, SUBJECT TO POSITIVE MARKET RESEARCH DUE IN USDOC BY SEPTEMBER 1, PROCUREMENT WILL BEGIN. USIA/EXHIBITS DIVISION EXPRESSED DOUBT THAT APPROPRIATE CENTER PIECE MATERIAL WAS AVAILABLE IN INVENTORY FOR ANY FORM OF USIA EXHIBIT PRESENCE AT NOVI SAD. USDA/FAS DETERMINED THAT NO FUNDS WERE AVAILABLE THIS YEAR FOR A USDA PRESENCE. USIA EXPRESSED INTEREST IN PROMOTION

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POSSIBILITIES OFFERED BY SMALL (25 SEAT) THEATER PLANNED

FOR U.S. PAVILION.

3. PARTICIPATION IN FUTURE ZAGREB FALL FAIRS WAS DISCUSSED AND USDOC INDICATED ITS WILLINGNESS TO PARTICIPATE WITH A CATALOG EXHIBIT ON ENERGY (AS STATED IN APPROVED FY-77 CCP) PROVIDED USIA IS ABLE TO LOCATE A SUITABLE SIE EXHIBIT COVERING A COMPARABLE THEME.

4. CONCERNING ZAGREB FALL FAIR, QUESTION WAS RAISED AS TO WHETHER SUCH A "SMALL" U.S. PROMOTION EFFORT OF THIS NATURE WOULD NOT SUFFER BY COMPARISON WITH OTHER FOREIGN EXHIBITS. ALTERNATIVELY THE IDEA OF ZAGREB AS A LOCALLY #ANDLED IMAGE FAIR (AFTER FY-77) WAS ALSO DISCUSSED, BUT IT WAS POINTED OUT THAT LOCAL PROCUREMENT IS EXTREMELY DIFFICULT IN YUGOSLAVIA AND THAT POST RESOURCES FOR AN EFFORT OF THIS NATURE ARE QUITE LIMITED. IN THIS CONTEXT, IT SHOULD BE NOTED THAT ENTIRE MATTER OF ZAGREB FALL FAIR PARTICIPATION CURRENTLY BEING REVIEWED, INTERNALLY (WITHIN USIA) WITH THE APPROPRIATE AREA.

5. USIA ALSO NOTED THAT ITS EXPANDING VTR COLLECTION INCLUDES FPP AND WOULD EXPECT THAT BELGRADE WOULD REQUEST THIS AND OTHER VTR'S IN CONNECTION WITH FY-77 CCP PROMOTIONAL ACTIVITIES, ESPECIALLY NOVI SAD.

6. EXIMBANK INDICATED THERE MAY HAVE BEEN A SUBSTANTIAL AMOUNT OF UNGUARANTEED EURO-DOLLAR LOANS INVOLVED IN THE RECENT KOSOVO PROJECT AWARD AND THAT WAS PROBABLY A FACTOR IN THE U.S. NOT WINNING. NEVERTHELESS, SEVERAL MORE SUCH POWER PROJECTS ARE EXPECTED TO COME ON-STREAM IN YUGOSLAVIA, IN THE NEAR TERM. IN THIS CONTEXT IT WAS POINTED OUT THAT YUGOSLAVIA'S FIRST NUCLEAR POWER PLANT IS BEING FINANCED BY THE U.S.; A FACT WHICH SHOULD BE GIVEN PLAY IN U.S. ENERGY PROMOTIONS IN YUGOSLAVIA, E.G. PROPOSED FY-77 ZAGREB FALL FAIR PARTICIPATION.

7. THIRD-COUNTRY U.S.-YUGOSLAV COOPERATION APPEARS TO BE INCREASING AND THE COMMERCE ACTION GROUP ON THE NEAR EAST (CAGNE) IS PLEASED WITH THE REPORTS ON YUGOSLAV CONTRACT AWARDS IN IRAQ. IN THIS CONTEXT, THE INFORMATION CLASSIFIED

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TION BEING SUPPLIED BY POST, FOR USE BY THE U.S. BUSINESS COMMUNITY, HAS BEEN MOST HELPFUL.

8. PLEASE NOTE THAT THREE-MONTH EXTENSION OF 1976 FISCAL YEAR MEANS CCAG SHOULD SUBMIT ITS FINAL OR YEAR-END REPORT ON OR BEFORE OCTOBER 7. KISSINGER

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